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Member
PACIFIC SUNDAY
MAGAZINES
FRED TAYLOR KRAFT,
Managing Editor

ON TOP OF THE WORLD

Seemingly perched atop the world, the thrilled young skier above climbs 11,000-foot Baldy Mountain, at Sun Valley, the easy way—via the Broadway ski lift. A magnificent view lies below.

—Union Pacific Railway Photo.



Here is a side view of a chinchilla, showing the bushy tail. The chinchilla is a rodent, about half the size of a rabbit; a native of the high Andes ranges.



A chinchilla family of four is pictured above. Baby chinchillas are born into the world fully furred and with their eyes open and with all of their twenty teeth.

—Photos by William Ester.

The Fabulous Chinchilla

By Vera Williams

ADVENTURE, romance, beautiful women, wealth —these and a tiny, furry animal are the stuff of which a thriving modern industry is built.

The animal is the chinchilla, shy little creature with lustrous, soft, bluish-gray fur, and its history is filled with the romance and adventure of the conquering of the New World. Beautiful women? Romantics say there is nothing more becoming to a beautiful woman —nothing to make a woman seem more beautiful—than a coat of chinchilla fur. Wealth? A full-length chinchilla coat may bring a price of \$30,000 or more.

In the Long Beach area are 600 chinchilla farms, about half of the chinchilla farms in the entire United States! And flourishing on these farms are 30,000 chinchillas, destined to become 300 fur coats.

The chinchilla comes from the giant ranges of the Andes but can make itself at home in any climate in the world. Early in the history of the hemisphere, the chinchilla, about half the size of a rabbit but looking more like a squirrel than a rabbit, abounded in the high mountain ranges of Chile, Peru, Bolivia and Argentina.

The animals were greatly valued by the Chincha Indians. The flesh was good to eat, the pelts made soft robes, the hair could be cut from the skins and used in weaving.

When the Incas conquered the Chincha, they took the prized fur for their royal robes of state and forbade the Chincha to use it. In this they were not wholly successful and, when the Spaniards came in the 16th century and conquered all the Indians, including the Incas, they named the animal, not after the Incas, but after the Chincha, calling it "chinchilla."

AS ALWAYS was the case, the Spanish newcomers were delighted with the fur—a fur an inch or more deep, of great density and so fine that passing breezes made a soft ripple over it.

A story is told of one of the conquerors who, wishing to please his queen, filled a box with gold and jewels, wrapped the box in a royal Inca chinchilla robe and shipped it to Spain. When it reached Spain, the messenger in charge of the box removed the gold and gems, stuffed the robe inside and sent it to the queen. Then he fled north with his booty.

However, the queen's soldiers found him and brought him in. Instead of the death by torture which he expected, he was knighted by the queen, so charmed was she by this new fur.

To satisfy the demands of Spanish ladies and others who followed them in European courts, the little animal was trapped so relentlessly that it was almost exterminated.

The chinchilla was almost a legend when M. F. Chapman, American mining engineer, saw one for the first time in 1918. A Chilean Indian came into Chapman's Andean camp carrying a chinchilla in a five-gallon can. The chinchilla had had little food and no water at all for more than two weeks. The Indians thought chinchillas did not drink.

CHAPMAN promptly gave the little creature a drink of water and almost simultaneously started his research. The animal had been carried for days in an almost starving condition, in a container which was an oven by day, a refrigerator by night, in altitudes varying from 11,000 to 17,000 feet, proving that it was hardy.

The next year Chapman organized a party of 20 Indian trappers who combed the mountains for three years to get a dozen suitable animals for Chapman. During that period, some of the Indians did not see a chinchilla.

At last, with the little animals



—Photo by Lindberg Studio.

A chinchilla coat like the one above may be purchased for upwards of \$15,000; long ones for \$30,000 or more.

in refrigerated cages, Chapman started the slow, careful descent from the high altitudes. He had to obtain permission from South American authorities to export them, and then he had to struggle with a Japanese sea captain who insisted the animals should be carried below—where Chapman feared they might die when they crossed the equator.

Chapman and his royal immigrants arrived in San Pedro in February, 1923. The four females and seven males which arrived that day became the parent stock of virtually all the

(Continued on Page 6, Col. 6.)

Picturesque Ensenada

Seventy-five miles south of the Mexican border lies an interesting city. A broad, paved highway, offering new vistas, takes you there.

By Spencer Crump

TIME WAS when Baja California was known by north-of-the-border Americans as little more than an oasis for the thirsty and for wide-open gambling. Roads were bad beyond Tijuana and few of these north-of-the-borderites cared to risk a 75-mile jaunt to the picturesque little Mexican fishing village of Ensenada nestled on the sandy shore of Bahia de Todos Santos (All Saints Bay).

Today, much of that has changed. Ensenada is one of the top attractions for surf and deep-sea anglers. The long, rolling surf is highly lucrative water for the bait casters and the live-bait boats that ply the deep waters of the bay seldom miss on game fish of a larger variety.

Ensenada is one of the few

towns of any size in Baja California, an area that was pioneered nearly a century before upper California, but which still retains its primitive and native beauty. It is divided into two sections: Territories of the north and south. Ensenada is in the northern section, far north of the halfway mark.

The visitor to Ensenada may travel a paved road through rolling hills past Rosarito Beach, a small seaside ranching and farming settlement built around a large hotel widely noted for its handsome seaside swimming pool and its ornate tile work and murals depicting Mexican historical events.

The highway from Rosarito Beach pushes on down the coast, paralleling cactus-covered mountains which slope up from the Pacific. It leads along

cliffs, by the beach, past sand dunes and up into the oak forested mountains. For the most part the area is sparsely settled, although there are a few places where gasoline and other supplies may be purchased.

An interesting point along the road is the little pueblo of La Mission, built around the ruins of one of the old mission outposts of the chain the Spanish started near the tip of Baja California in 1807, more than 70 years before the first upper California settlement was made at San Diego. A school, small store and other buildings stand near the adobe ruins.

THE city of Ensenada (Spanish for creek), is the trading and shipping center for farms, ranches and fish canneries for miles around. The bay is port for fishing and other commercial vessels as well as for pleasure yachtsmen from Southern California.

Ensenada also is famed as a resort town. High hills slope up from the beach, presenting scenic panoramas, and there is excellent fishing for yellowtail, barracuda, and other game fish in the bay and off-shore. Near-

ly 20 years ago Jack Dempsey built the famed Playa Ensenada, a hotel and gambling palace. Then the Mexican government rescinded the gambling license and it was closed to the public.

Recently nearly \$250,000 was spent to remodel the ornate hotel, and under the management of Daniel Apango the hotel reopened as the Riviera del Pacifico. Fabulous antiques fill the lobby, and the former gambling halls have been converted into an art gallery and wedding chapel. There are also several other hotels and motels along the Ensenada seashore.

Out at sea, you can see Todos Santos Island, a mile and a half long and a mile wide. Mexican legend says the buried treasure of early day pirates still remains hidden there. It was this island which inspired Robert Louis Stevenson to write "Treasure Island." In the 1890s, when the poet-author lived at Ensenada to recover his health, he explored the island.

Although Ensenada is growing, it retains the sleepy flavor of an Old Mexico interior town, in contrast to the obvious commercialism and bustle of border cities. The visitor may stroll along the streets, exploring both souvenir shops and the

stores maintained for the pueblo's residents. While English is not as widely spoken as in the border cities, the people are courteous, interested and helpful.

FOR MOST visitors in Baja California, Ensenada is the terminal. But, for the venturesome, it is only the beginning.

A paved two-lane highway

pushes on for approximately 70 miles, and from there a graded road goes on for nearly 40 miles more in this forgotten land.

There are a few places where gasoline may be purchased and there are limited motel facilities. It's best to carry along an extra five or 10 gallons of gas for emergencies, a supply of drinking water and camping equipment—just in case you are unable to find proper accommodations.

If you speak some Spanish, so much the better, for farther south less English is spoken by the people.

Leaving Ensenada, the road leads inland and then parallels the coast to the Santo Tomas Valley, about 30 miles away. Here is a small village with stores, fronting the valley which, with irrigation, is being developed into a vast vineyard. Standing near the road are the crumbling adobe ruins of La Mission de Santo Tomas.

Nearly 25 miles farther on is the village of San Vicente, in a large valley of farms and ranches. Among most important crops are tomatoes and chili peppers, which are trucked to Los Angeles for marketing. It is approximately 40 miles to Hamilton Ranch; midway between San Vicente and Hamilton, the paved road deteriorates into a graded, but unpaved lane. The road is well marked, but travel is slower and the road rougher.

HAMILTON RANCH is among the best known landmarks in this section. Besides being a working farm



Picturesque Bahia de Todos Santos circles for seven miles before the little Mexican fishing village of Ensenada, situated 75 miles south of the border.

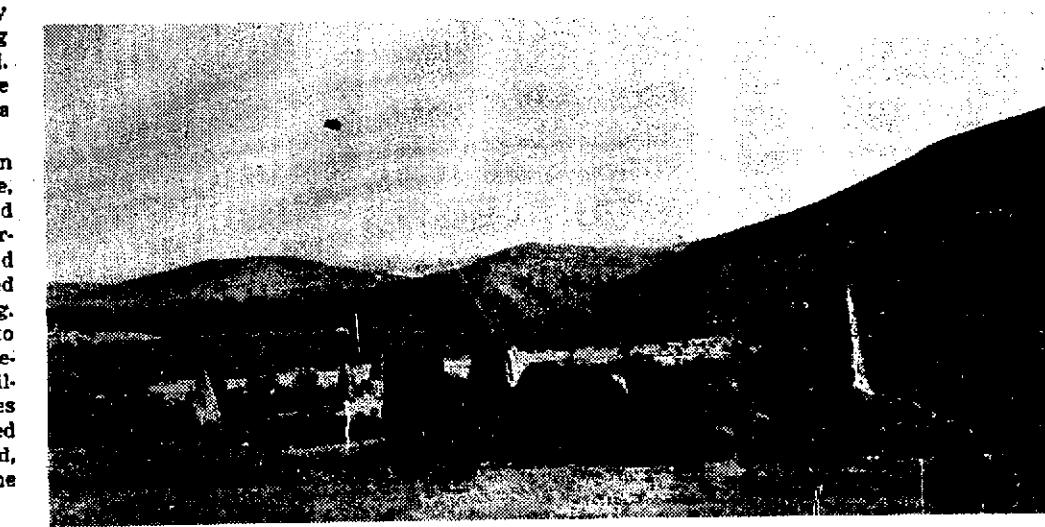


Roads are bad, fuel scarce 100 miles below Ensenada, forcing travelers to rely more on horses and walking.

for game fishing. Near the bay, the graded road deteriorates into sandy desert, over which travel is tedious and difficult with ordinary passenger cars. Special equipment and instructions are needed for travel beyond here.



Riviera del Pacifico at Ensenada is a hotel with a past. It was built by former boxing champion, Jack Dempsey, and associates; recently was restored to use.



These are the ruins of La Mission de Santo Domingo, more than 100 miles to the south of Ensenada. Mission is below Hamilton Ranch where graded road ends.

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Making a High School Newspaper



A reporter, Ruth Ann Musselman, turns in story to John Gartner, journalism instructor, who grades it or asks that it be revised.

Newspaper production in local high schools is much the same process as for any small newspaper. The picture series on this page illustrates the steps in producing Woodrow Wilson's *Loudspeaker*. Photos are the ideas of a Wilson student, John Stephens, who snapped the pictures, processed and printed them. Newspaper production classes are offered also at Poly and Jordan High Schools, City College.



Any good paper wants pictures. Ronald Bishop, top left, takes a shot for the next issue. Bill Gray, above, cartoonist, works on his comic strip, "Lil' Nub."

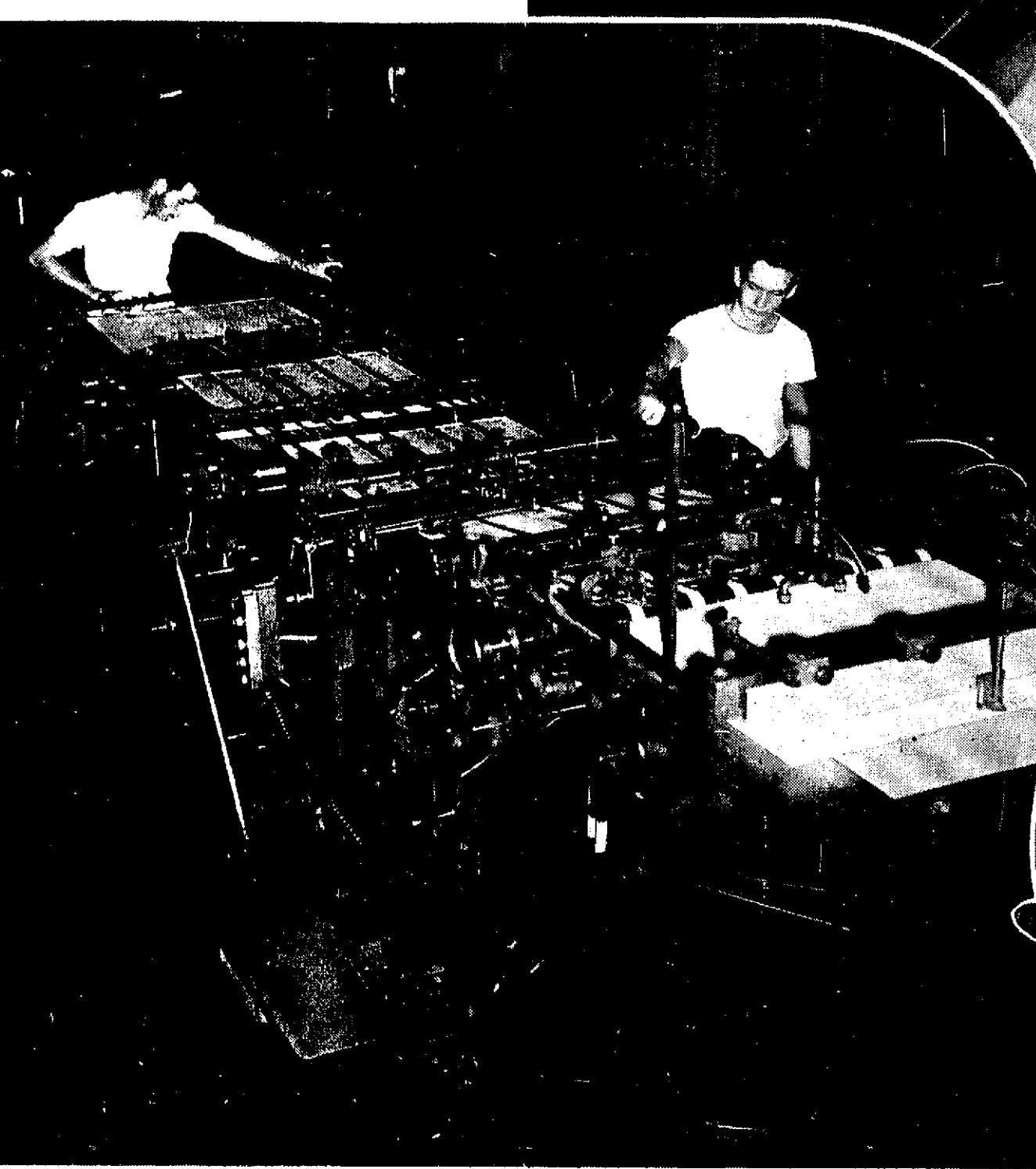


Hugh Caillie, student adviser, sets story on linotype in school shop.



Following the editorial layouts, Caillie, at left above, and Doug Skare make up pages for press.

A student presents card (below) to get her copy of *Loudspeaker*. Wilson has about 1900 students.



After galley proofs are read, Editor Joanne Loomis lays out front page, writing headlines.

When type reaches the flatbed, students in classes of Max Morrison print the paper



Students like their paper, as photo (left) shows. *Loudspeaker* wins award almost every year.

Life-Study of Fitzgerald

By George Weeks

THE FAR SIDE OF PARADISE, by Arthur Mizener. 342 pp. Boston: Houghton Mifflin Co. \$4.

POPULARLY classified as the historian and symbol of the jazz age, F. Scott Fitzgerald was much more than that. This factual portrait of the young man from Princeton who died as an old man in Hollywood (age 43) follows by only a few weeks the fictional version done by his one-time collaborator, Budd Schulberg. Both underscore the tragedy of the man whose sensitivity to the human scene is the key both to his distinction and to his ruin.

A generation earlier, the eminent California Socialist Jack London earned \$75,000 a year and spent \$100,000. Fitzgerald's life was even more profligate,



Claude M. Kreider (right) and Ray Chapin, both of Long Beach, pause on one of their fishing trips to prepare breakfast. Kreider is author of "The Bamboo Rod," a new book on rod making published by Macmillan. See review.

L. B. Angler Tells How to Make Bamboo Rods

By Fred Taylor Kraft
Press-Telegram Book Editor

THE BAMBOO ROD AND HOW TO BUILD IT, by Claude M. Kreider. 140 pp. New York: The Macmillan Co. \$2.50.

LONG BEACH'S Claude M. Kreider is an inveterate fisherman. Fellow anglers, on their annual outings, have reported sighting him deep in the wilds of Canada, or Idaho, or Mexico, or on the swells of the Pacific, casting as only an expert can for the big fellows that try patience and skill.

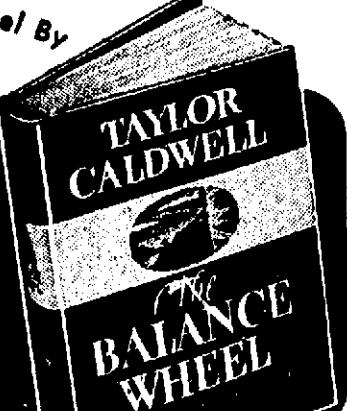
Everyone who knows Kreider knows that he not only loves fishing but that he also likes to write about it. His fishing and camping stories may be found in the leading slick outdoor magazines of national cir-

culation. A couple of years ago his first book, "Steelhead," was published. But not everyone who reads his sound and authentic tales knows that Kreider is also a master at the fascinating and exacting art of making bamboo fishing rods. When he's not fishing, or writing about his fishing experiences, he's in his well-equipped workroom fashioning with meticulous skill a new rod for his next trip out.

He likes rod making so well that he has written this book about how it's done, believing that others will find delight in the hobby. And many of those who read "The Bamboo Rod" will do just that and, by following his easy-to-understand instructions on each individual step in the process, will have little difficulty turning rods that will be the envy of fellow-anglers.

No detail, however small, is omitted and each individual step is accompanied by drawings by Larry Tong and his son, Peter Kreider. The jacket photo is by Ray Chapin, who often accompanies the author on his outdoor trips.

Magnificent New Novel By



OTHER NEW FICTION FOR 1951

Foxfire, by Anya Seton \$3
Rivers Parting, by Shirley Barker \$3
Joy Street, by Frances Parkinson Keyes \$3
River in the Sun, by James Ramsey Ullman \$3.50
The Disappearance, by Philip Wylie \$3.50

Book Shop, Lending Library, Lower Level

Long Buffums' Santa Ana

for he lacked London's discipline of writing a thousand words daily, good or bad. Parties, liquor, debts bouded him all his adult life. Yet he never ceased entirely a struggle against these by-products of his times and of his own character. And the struggle even more than the era is reflected in two novels that are gradually being accepted as 20th century classics. The Great Gatsby (1925) and Tender Is the Night (1934).

Mizerer closes his account with the definitive judgment: "Now, a decade after Fitzgerald's death, more of his work is in print than at any time during his life, and his reputation as a serious novelist is secure." It seems an extravagant appraisal of an author who wrote only five novels, of which the first two are immature and the

last unfinished. The biographer appears to have succumbed to a hazard of his craft, that of hypnosis by his subject.

Yet Fitzgerald had an all but magical charm of words which gives poignancy to everything he wrote. Without attempting to define this quality, or even stressing it explicitly, Mizerer conveys it by apt quotations and subtle analysis. His admiration is fortified by scholarship. The result is a discerning life-study that rescues Fitzgerald at last from the flappers whose adulst obscured his real genius.

Books Writers Angoff Tale Has Fire

By Joseph Joel Keith

CHARLES ANGOFF, who went to The American Mercury as assistant to H. L. Mencken, and in 1931 became managing editor of that magazine, is the author of the most touching and the most ably written of the new serious novels, "Journey to the Dawn." A story of the Polonsky family, and of other immigrants, who left Russia, with its pogroms and its serfdom, to seek the new freedom in Boston, the poetic and dramatic sequences are woven into one magnificent whole.

IN MR. ANGOFF'S capable hands, the aged, wise and humorous Bobbe Yente, the bright little David who reveres Abraham Lincoln and many things American, the countless poor, the few rich, and even the national figures like Taft and Theodore Roosevelt, come to life quickly in this full tale, and they live fully until the last page is turned. It is, when one thinks of the many flashy and tawdry stories in the shops, that rare thing in modern literature: A deep and real work, with a soul.

BONBE YENTE—Often the reader thinks of Ethel Barrymore portraying this truly profound lady on the screen—and all her brood speak so often of their gratitude for this "golden land" that is their new country.

BEECHHURST PRESS, in publishing Mr. Angoff's work, has invited the lovers of a serious literature to peer beyond the facade that is intolerance, and to dig deeply beneath the surface—that thin covering that so often conceals ignorance or the will to understand. "Journey to the Dawn" is not without its shadows, but through the darkness there is more than a light burning in a window: There is a hearth burning and burning in the human heart—at least, in the human heart with which Mr. Angoff has peopled his fine country.

NEILL AND FRED BECK gave a group of us a sample of a tasty dish to come from Henry Holt & Co. It is "The Farmer's Market Cook Book," and besides being filled with a lot of dishes grandmother couldn't even cook, it is filled with the kind of humor that the dear old girl wouldn't even let granddad try to understand. Regrettably, it doesn't contain a recipe found in another recent cook book: What to do with leftover pheasant! We who belong to the Amateur Cullinary Cutups always wondered, while making our Chinese dishes, what to do with leftover hummingbirds' nests. It's a problem, I tell you.

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RESCRIPTION FOR LIVING, by Elizabeth Rabban. 144 pp. Whitman Publishing Committee. No price.

THE world seems to have achieved mass production is just about everything but virtue, and the author of this volume attempts to point out that society needs repeated instructions in "inner hygiene" in order to survive. True religion begins in the ego, and the continuing demonstration of it should cover and include all faiths, until what man does for himself will be that which he does for society in a world that has now shrunk to a neighborhood in which production of spite fences tops most other industries.—G. L.

(Advertisement)

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Russell Cowles' "Anemones and Fruit" is one of the interesting pictures displayed in Pacific Coast Galleria, under auspices of the Long Beach Art Association.

Arts Ball Is Slated on Feb. 3

By Vera Williams

ALL ART roads now lead to the annual Beaux Arts ball, "fantasy of portraits," the night of Feb. 3 in Pacific Coast Club. The ball, traditionally the high social point of the year for the Long Beach Art Association, also is its practical way of raising money for the art scholarships it presents each spring to Long Beach high school graduates with outstanding art talent.

Costumes are optional, but there will be many which will be both striking and beautiful. Many art leaders will dress as the figures of famous portraits. Among the portraits to be represented are a self portrait by Rembrandt; Whistler's "Mother"; Sir Joshua Reynolds' "Duchess of Devonshire" and his "Tragic Muse."

Mrs. Margie Cate is president of the Art Association, with Joseph M. Kennick chairman of the ball. "Old-timer" of the Fiber McGee and Molly show will entertain. Bill Snow and his orchestra will play for dancing which will begin at 9 p.m. A midnight "snack" will be served.

Original paintings by outstanding artists will be given as prizes for the best costumes. Picture-contributing artists include Rex Brandt of Corona del Mar, former art teacher for the Art Association; Lucille Greene, Paul Conner, Keith Hunter, Athena Hall, John Carr, Nell Jacob, Margie Cate, Elaine Malco, Grace Dimmitt, Laura Arzt and Gladys Anderson, Art Association members.

PASADENA ART INSTITUTE, 46 N. Los Robles Ave., Pasadena, is welcoming its new director, John P. Leeper, who resigned as assistant director of the Corcoran Gallery in Washington, D. C., to accept the Pasadena post. Arriving simultaneously with Mr. and Mrs. Leeper were the first shipments of an important new exhibition Leeper gathered in the east. "The World of Toulouse-Lautrec" will be his first show in Pasadena, the date to be announced soon.

What Am I Analyzed

THE GLORIOUS PRESENCE, by Ernest E. Wilson. 328 pp. New York: E. P. Dutton & Co. Inc. \$3.75.

"WHAT AM I, what is the world, and what is living?" are the three great questions which arise frequently in our minds. In this study of the Vedanta Philosophy and its relation to modern thought, Professor Wood has undertaken the difficult task of making it simple enough so even the armchair philosopher can grasp its meaning. It is divided into sections of the meaning of life, the maturing mind, the meditations on the South-Facing Form and comparisons of Plato, Aristotle, the Hindu schools, Emerson and other Americans. Whether a layman or an ascetic, this comprehensive endeavor by the author into the study of Vedanta (considered in India to be the loftiest achievement in thinking about God, the universe and man) will set the mental processes to working while at the same time answering those three most important questions.—M. L. Z.

Long Beach Writers Club has named Marie H. Wood its president. See story.

Marie H. Wood Heads Writers

MRS. MARIE H. WOOD is the new president of the Long Beach Writers' Club, succeeding Mrs. Mabel Kenney.

Other new officers are Myrna Beauchamp, first vice president and program chairman; Daisy Baldwin, second vice president and membership chairman; Helen L. Gillum, third vice president and markets chairman; Ella Dale Snyders, recording secretary; Elizabeth Arthur, corresponding secretary; Elizabeth Wall, treasurer; Georgia Buckingham, deputy treasurer; Dove Houghton, parliamentarian; Rose Irene Saris, librarian; Jessie B. Bond, director of prose manuscripts; Lulu B. Laurendeau, director of poetry manuscripts; Ida Lowry Sinclair, editor of club publication, Quill Points; Laura S. Thompson and Jerry Mae Murray, auditors; Billie Kenney, general chairman; Mabel R. Gerken, publicity chairman; Olive Spencer, historian; Christie Lynch, hospitality chairman.

RESCRIPTION FOR LIVING, by Elizabeth Rabban. 144 pp. Whitman Publishing Committee. No price.

THE world seems to have achieved mass production is just about everything but virtue, and the author of this volume attempts to point out that society needs repeated instructions in "inner hygiene" in order to survive. True religion begins in the ego, and the continuing demonstration of it should cover and include all faiths, until what man does for himself will be that which he does for society in a world that has now shrunk to a neighborhood in which production of spite fences tops most other industries.—G. L.

INNER HYGIENE' SOCIETY'S NEED

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Mother Earth, Another Planet Collide in New Movie

Horrors Abound in Film

HOLLYWOOD, Jan. 27. (AP) You'd think that Korea, the Reds, and atoms were enough to worry about. But no. Hollywood is preparing to smash dear old Mother Earth in a horrifying collision with another planet.

Shortly before this happens, in a movie called "When Worlds Collide," earthquakes will rend the earth's crust. Volcanoes will sprout in peaceful forests, getting them afire. One of many tidal waves will leave the Empire State spire showing above inundated New York. These terrors will be from the magnetic influence of an approaching planet — fictional, thank heaven.

"When Worlds Collide," with its expensive marvels with miniatures and trick photography, is costing around \$1,500,000.

A scientist (Larry Keating) learns that in nine months the planet Bellus will hit the earth. He builds an atom-powered rocket 400 feet long and 100 feet thick. In this he plans to transport 40 selected young humans, equally divided as to sex, to Bellus' satellite, Zyla. This they'll colonize and, in time, populate.

A modern Noah, he's also taking young animals in pairs — horses, sheep, calves, pigs, pigeons, chickens. Also young trees and seeds — corn, carrots, beans, even fish eggs. The humans are healthy young volunteers from colleges, farms, and factories. The rest of the world scots until the volcanic havoc starts. Noah, as I recall, had similar trouble. A love triangle between three celestial colonists. Richard Derr, Barbara Rush, and Peter Hanson, enlivens things.

The movie ends with the rocket landing safely on Zyla. "Leaves us wide open for a sequel," Pal grinned.

200 Movies

Charles Lamont, who directed Shirley Temple's first film, has been directing for 25 years and has more than 200 movies to his credit.

Theater Usherette Picks Stars She Likes Best

HOLLYWOOD, Jan. 27. Most people go to the movies because they want to do so. They pay for the privilege. Conversely, today's subject is a girl who has to look at movies five times a day, six days a week. In the line of duty. It's part of her job.

The young lady is Pat Joiner, attractive 19-year-old usherette at a Los Angeles theater. Pat has been showing customers to their seats for the past two years.

Despite the fact usherettes must view most of the films manufactured by the local movie plants, good and bad, Pat claims the majority of them still believe that movies are better than ever and have their personal favorites even as you and the next person. However, since the flashlight brigade sees the glamour queens and handsome profiles of their best and worst, she admits that usherettes are probably the severest critics in the world.

"After all, the average theatergoer sees only the pictures he wants to, but we've got to stand through everything, including the worst," she explained.

Pat's personal masculine favorite is crooner Dean Martin, saner half of the zany comedy team of Martin and Lewis, and a comparative newcomer to pictures.

"He's got more sex appeal than any man I've ever seen," sighed Pat. "You forget all your

Hard to Sew, Fit

HOLLYWOOD. (AP) Fashion Designer Walter Plunkett says Greer Garson's latest movie gown took 15 men three weeks to complete.

The reason: It's entirely covered with bugle beads, cut beads and sequins.

A strapless affair with extra-wide skirt and full train, it was first cut and fitted. It then had to be ripped apart at the seams, the individual panels stretched on frames and beaded, and the pieces sewn together again before Miss Garson could wear it.



Music Notes

Pianist Kapell Will Play Here With Philharmonic

By Mary Lou Zehms

WILLIAM KAPELL is the electrifying young pianist whose fame has swept four continents with the agility of his fingers. Three years ago he played the colorful Tchaikovsky "Concerto in B Flat Minor" as guest artist with the Los Angeles Philharmonic Orchestra. He is returning Monday evening, Feb. 5, to play the Rachmaninoff "Concerto for Piano and Orchestra No. 2 in C Minor, Op. 18" with the same music organization and with Alfred Wallenstein again on the podium.

Kapell's career began officially in 1942 when he made his first New York appearance with orchestra at the Stadium Concerts with the Philharmonic-Symphony under Efrem Kurtz, playing a new and exciting Soviet-Armenian Concerto of Aram Khachaturian. By now Kapell has completed seven successful nationwide concert tours; has appeared re-

peatedly as soloist with over 20 nationally famous orchestras; was the first solo artist ever to hold a three-year contract with the Philadelphia Orchestra; has toured Australia, Europe and South America with a great amount of success.

Rachmaninoff composed his second piano concerto, which Kapell will play Feb. 5, in 1900 and its first performance took place Oct. 14, 1901 with the Moscow Philharmonic, the composer playing the piano part. Few of Rachmaninoff's works are so richly filled with intoxicating melodic ideas. In many respects this is the best loved of all his larger works and one of the most inspired. He wrote it following a period of despair (brought on by the failure of his first symphony and first piano concerto) when gloom poisoned his spirit and made creative work impossible. After treatments from a psychologist, he began composing again with new vitality and freshness. The second concerto is the result.

The Los Angeles Philharmonic Orchestra will open the concert with Mendelssohn's "Symphony No. 3 in A Minor," written during the composer's tour of Scotland in 1829.

William Hartshorn will narrate Benjamin Britten's "The Young Person's Guide to the Orchestra, Op. 34." Britten is one of the most gifted among younger British composers. He writes in an expansive style which strives for epic rather than for lyric expression. He has written chamber music and choral music but he is happiest in his music for orchestra and it is this that has won him an international reputation.

This concert appears to be one of the tastiest musical fares offered for local music lovers. It is the third concert in a series of four by the Los Angeles Philharmonic Orchestra and is sponsored by the Long Beach Women's Committee of the Southern California Symphony Association.

But Pat has other favorite profiles beside Martin, however. Her list includes:

George Sanders: "He speaks so softly people stop chomping on their popcorn. The relief is tremendous."

Ray Bolger: "He's so light on his feet he makes us feel like dancing."

Glen Ford: "He's so smooth and soothing that people forget to grumble if they don't like their seats."

Burt Lancaster: "Burt's the real romantic type. He's the guy I'd like to sit in the last row of the balcony with."

Laurence Olivier: "He's such a great actor you get to enjoy each succeeding performance more."

Bob Hope: "His pictures bring in so much business even the boss is happy."

James Stewart: "He's so easy going and restful he makes a girl forget her feet are aching from miles of indoor road-work."

"He's got more sex appeal than any man I've ever seen," sighed Pat. "You forget all your

troubles and cares when he starts to sing."

Speaking of Martin, Pat lists a recent visit to the set of Hal Wallis' "That's My Boy" as the biggest thrill of her life.

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which projects it on to the screen. The screen is 15 by 20 feet—about the size of the average movie screen.

There are 80,000 volts on the tube in the barrel, the owner told his audience just before the demonstration. "I believe," he said, "you will witness a historic event."

The audience took it calmly enough. A few people who presumably had seen the regular program got up and walked out before the demonstration was over.

Owner Sherill C. Corwin said in our lobby chat afterward:

"Can you imagine 100 interconnected theaters running an exclusive TV show not available on the air? Sports, for instance. You might have Ezzard Charles and some contender fighting in some room—for a \$10,000 gross. That's not beyond the realm of possibility."

The projector is called the barrel and is about the size of a washing machine. A seven-inch \$700 picture tube shines the image into a 30-inch reflector,



Beautiful Betty George, who created a sensation at Manhattan's lush oasis, the Copacabana Club, as a vocalist of outstanding charm and ability, and who has won acclaim from critics for her work in top Broadway musicals, sings this week in Long Beach. The 22-year-old beauty will appear in the Cole Porter musical hit, "Kiss Me, Kate," which comes to the Auditorium on Friday and Saturday, singing two of the outstanding songs, "Always True to You in My Fashion" and "Why Can't You Behave?" Others in the star-studded cast are Frances McCann, Robert Wright, Benny Baker and Marc Platt.

Record Album

By David C. Whitney

DCCA RECORDS has started a new 33 1/2 long-playing album series called "Cherished Moments of the Theater" in which they plan to reproduce some of the better known plays that once made Broadway audiences stand up and cheer.

First in the series stars Florence Reed in "Shanghai Gesture." The play with musical background and sound effects was adapted and directed by Fritz Blocki. Miss Reed's acting in the 25-year old play is superb as the Chinese princess

who, degraded by a young Britisher, waits all her life to revenge herself upon him.

The second play in the album, also directed and adapted by Blocki, features the late Jane Cowlin in "Smilin' Through."

Miss Cowlin plays the two principal parts in the play which deals with the supernatural and has as its theme that death can be beautiful. The actress is believed to have collaborated on the writing of the play which opened in New York in 1919 for a long run.

New singles: Elise Rhodes,

a new young singer with a versatile voice, has recorded two tunes with Dick Freitas' Orchestra, "Just Infatuation," a clever ballad, and "Blue Mood,"

a very blue blues (PAB). . .

And a young male singer who shows promise, Champ Butler, has his first two sides with Columbia, "Dear! Dear! Dear!" and "Dry Land."

It's easy to see why men fit

Miss Carter into the beautiful-but-dumb class. She has flaming natural red hair, a face that

launched a thousand magazine

covers and a figure that gets whistles every time she walks

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'Differend' Food

By Mildred K. Flannery

FOODS with strange-sounding names and spicy flavors come from many lands—and some, like chop suey, have foreign names but are of domestic origin.

Sweet and sour pork, egg foo young, fried rice and pork chop suey are examples of tasty foods with Oriental names and you don't have to go to the Orient to eat them, thanks to a comparatively new product on the frozen food market.

Mexico's frijoles con queso (beans and cheese) are sure favorites when served with tossed green salad.

Frijoles con Queso

1/2 lb. dried red kidney beans
2 slices bacon, diced
1/2 medium onion, sliced
1/2 green pepper, diced
1/2 lb sharp cheddar cheese
2 ripe tomatoes, diced
1 tablespoon chili powder
1/4 cup white wine or tomato juice, salt and pepper to taste

Soak beans overnight and boil until tender. Drain. Fry bacon. Remove from pan and set aside. Fry onion and green pepper until clear. Add cheese and stir until cheese is melted. Add bacon bits, beans, tomatoes, chili powder, wine, salt and pepper. Cook slowly (about 5 minutes) until ingredients are blended and cheese is smooth and creamy, stirring constantly. Serves 5-6.

Eggs Cantonese

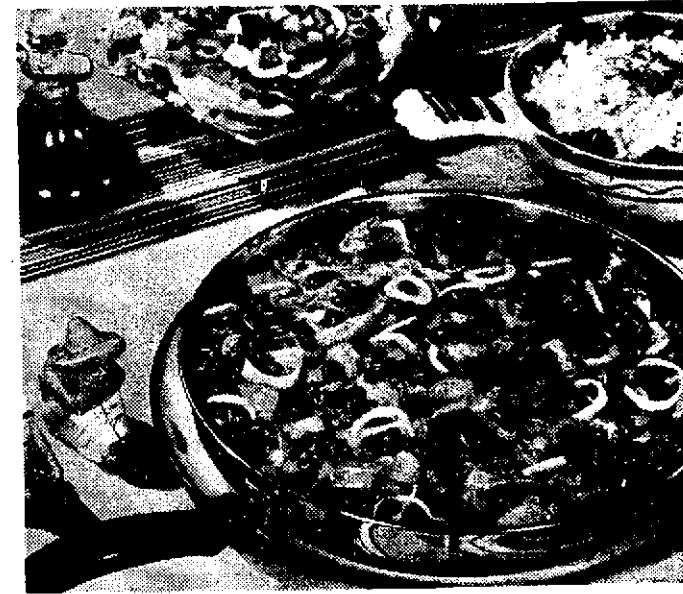
1/4 cup butter or margarine
1/4 cup enriched flour
1 teaspoon salt
1/4 cups milk
4 hard cooked eggs, sliced

Melt butter or margarine in top of double boiler. Stir in flour and salt. Gradually add milk, stirring until thickened. Fold in egg slices. Heat thoroughly. Serve hot on French-fried noodles.

French-fried Noodles

4 ounces fine noodles
Fat for deep frying

Place small amount of uncooked noodles in flat-bottomed wire basket or strainer. Fry in deep hot fat (375° F.) until golden brown (about 1 minute). Drain. Sprinkle with salt. Serve with creamed eggs. Makes 4 servings.



You don't have to live south of the border to delight in beans cooked with cheese, a standby with Mexicans.

Fritada de Pollo (Chicken Fricassee)

1 3-lb. chicken
1/2 cup flour
1/2 cup fat
1 onion, sliced
1 green pepper, chopped
2 cloves garlic
4 tablespoons catsup
1 cup water
8 ripe olives, chopped
1 teaspoon chili powder
1 cup sherry or claret
1 teaspoon salt
4 tablespoons raisins

Cut up chicken, dip in flour, brown in hot fat. Remove to large skillet. Fry onion, green pepper and garlic until brown. Add catsup, water, chili powder; boil 5 minutes. Pour over chicken, with sherry and salt, adding water as needed; cover, allow to simmer until chicken is tender; about 1 1/2 hours. Fifteen minutes before serving, add raisins, ripe olives. If desired, 2 cups of cooked rice may be reheated in the gravy, served around chicken on platter.

Tuna à la King in Spaghetti Ring

2 cups medium white sauce
1 green pepper, minced
3 tablespoons butter or margarine
1 pimento, cut in thin strips
2 cups canned tuna fish, flaked
Salt and pepper
2 egg yolks, slightly beaten

Prepare white sauce. Sauté green pepper in butter until tender but not browned. Add with pimento and tuna fish to white sauce. Season to taste and simmer 5 minutes. Stir in egg yolks and cook one minute, stirring constantly. Pour mixture into center of spaghetti mold. Serves 8 to 10.

Spaghetti Mold: Cook 8 ounces whole spaghetti. Add 2 eggs (slightly beaten) to 2 cups medium white sauce and mix lightly with spaghetti. With large spoons, pick up spaghetti, arrange in well-greased ring mold and fill with remaining mixture, stirring enough to mix the two. Place mold in pan of hot water and bake in moderate oven, 350° F., about 1/2 hour. When ready to serve, unmold and fill center with tuna à la King.

Spareribs Soya

5 pounds of spareribs
1/2 cup flour (about)
1 tablespoon shortening
1 tablespoon ginger
2 cloves garlic, peeled and mashed
1/4 cup soy sauce
2 tablespoons lemon juice

Cut ribs into 2-rib portions.

Roll each in flour. Melt shortening in a heavy baking pan.

Add ribs and brown well over

surface heat. Make a sauce using the ginger, garlic, soy sauce, and lemon juice. Pour sauce over ribs. Cover and bake in a slow oven (325° F.) 2 hours. Baste frequently with sauce. Uncover. If ribs are not crisp enough to hold in the fingers, bake uncovered or broil a few minutes. Yield: 6 servings.

Note: Japanese custom is to soak the spareribs in soy sauce before browning. This intensifies the flavor.

Olive Pizza Pie

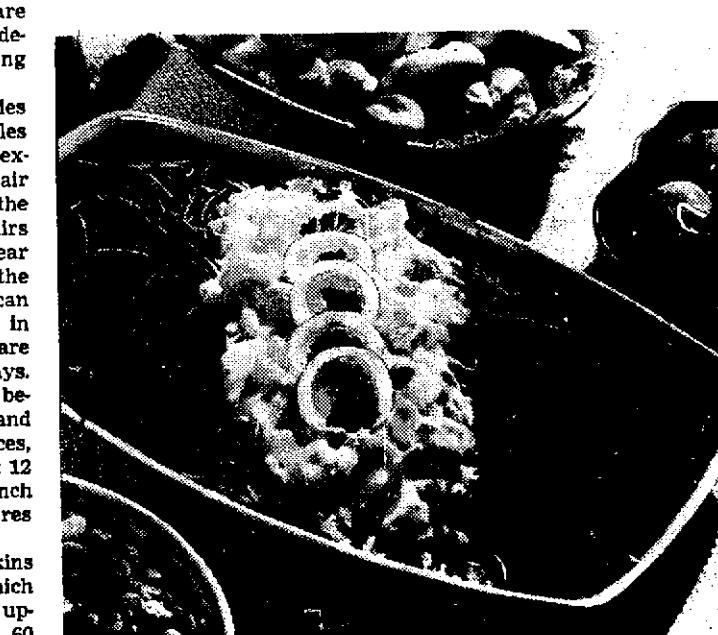
1/2 package hot roll mix
Oil
1/2 cup pimiento-stuffed California green olives
2 green onions
1/2 cup tomato sauce
2 ounces shredded processed cheese (or 1/2 cup grated American cheese)
1/2 teaspoon oregano or basil
Salt
Pepper

Prepare dough with hot roll mix according to directions on package. Do not let rise. Roll to fit greased 9-inch pie pan. Spread top of dough with oil. Slice olives and onions and sprinkle over dough. Drizzle tomato sauce over all and top with cheese. Sprinkle with oregano or basil and salt and pepper. Allow to rise 1/2 hour. Bake in hot oven (400° F.) 20 minutes, or until edges of bread are browned. Serve warm. Makes 1 9-inch "pie."

Greek Potato Scallop

1/2 cup cooking oil
1 clove garlic, minced
1 cup diced onion
1 lb. chopped lamb
1/2 teaspoons salt
1/4 teaspoon pepper
1 teaspoon kitchen bouquet
6 medium potatoes, sliced
8 oz. can tomato sauce
1/2 cup red wine or grape juice
2 inch stick cinnamon
2 bay leaves

Heat oil in frying pan over moderate heat. Add garlic and onion and cook 5 minutes. Add meat pulled into small portions and sprinkle with seasonings and kitchen bouquet. Cook until meat is browned and crumbly, about 10 minutes. Meanwhile steam potatoes for 15 minutes. Place alternate layers of potato and meat in greased 1 1/2 quart casserole, starting and ending with potatoes. Combine tomato sauce and wine and pour over the top. Lay cinnamon and bay leaves over top of casserole. Bake, covered, in moderate oven for 15 minutes. Remove cover and continue baking until potatoes are tender, about 30 minutes longer. Remove cinnamon and bay leaves and serve. Serves 4 to 6.



Eggs Cantonese with French-fried noodles are delicious fare. Serve them with lima beans, hot rolls and fruit.



Fit, of course, is the big problem of the majority of women when selecting clothes. This does not mean that the majority of women have problem figures. It means that a woman should choose clothes from a size range that fits her. Varden Petites are clothes that she may depend on for fit if she is an average-sized woman—that is, if she is 5 feet, 5 inches tall or under. This standard

How to Buy a Sweater

By Caroline Coleman

into shapelessness, try giving your intended purchase a stretch test.

If, after a gentle tug on the sweater, the stitches don't reassume their original shape and tightness, chances are that garment won't be your best buy. Watch, too, for snags which may not show up as the sweater lies in folds on the counter.

The stretch test is also a good guide in judging seams. If they are properly sewn, you won't find gaps or dropped stitches. In some good sweaters, seams are taped for extra strength.

In THE more expensive sweaters, such as cashmeres, the various pieces—backs and fronts and sleeve sections—are often joined by looping rather than by stitching.

This flat, almost imperceptible seaming adds to the cost of the sweater, but many people consider it worth the difference.

Another point of price differentiation in cashmeres lies in the fashioning. Top-bracket

THREE is far more to buying a cardigan or a pull-over than simply deciding on color and size, as any woman will agree who's ever contrasted the pleasure of a good sweater buy with the misery of a knitwear mistake.

You're a wise shopper if you do a bit of detective work before making your purchase, investigating yarns, knits and construction.

Begin by checking labels. Manufacturers are now required by law to indicate the type of wool they have used in a sweater. Virgin wool, of course, is best.

Reprocessed wool, which is reclaimed from scraps and clippings of knitwear, is somewhat less desirable. Ranking next is used wool, which has been reworked from material that has already had one life as a garment. Wool tends to lose its strength and elasticity if subjected to too many processing procedures.

Knit is important, too. With a bit of practice you can judge a firm knit simply by eye. In order to avoid a sleazy, bodyless knit that will later sag

in the fashioning. Top-bracket

ones are usually knit to shape, whereas the less costly ones are cut and sewn.

It's a good idea to check sweaters for small details, too. If you're contemplating a nylon cardigan, make sure the ribbon along the front is also of nylon, else you'll be courted pucker-when the sweater is washed.

If YOUR choice is a soft yarn such as cashmere, shetland or nylon, look at the necklines. Some manufacturers run a bit of elastic thread in such necklines to help them maintain their shape.

Consider, too, the washing instructions which most sweater makers attach to their garments. If you're not willing to give your new purchase the care recommended by the manufacturer—which has been determined by him after exhaustive tests—then you've no right to blame him if your choice later becomes matted, faded or felted from careless treatment.

A good choice for those who tend to be casual about their sweater-washing is the knitwear bearing shrinkage-resistant labels. More and more manufacturers are adopting this treatment to protect consumers against post-purchase accidents.



Winter salad, made with unpeeled red apples, nuts and celery, is a health builder enjoyed by all of the family.

Try Apple Salad

WITH apples in bountiful supply and always popular, this is the time to use them frequently in budget meals for flavor, health and variety.

This variation of the Waldorf salad comes from the experts of the New Jersey Apple Institute.

Waldorf Salad

Combine diced unpeeled McIntosh apples with diced celery and special Harvest salad dressing. Add chopped walnuts and garnish with additional walnuts. Serve with ripe olives and additional apples and nuts.

Harvest Salad Dressing

Blend 1/2 cup tart apple jelly into 1 cup mayonnaise and mix thoroughly. Season to taste with celery seeds and paprika.

Note: When soft raisins are desired, pour 1 cup boiling water over raisins and let stand about 1 minute. Drain and cool before using. Serves 4.

Apple Salad Country Style

Eight slices bacon, 3 sweet red apples, unpeeled, 1/2 to 1 cup diced celery, 1/2 to 1/2 cup seedless raisins, 1/4 cup mayonnaise, lettuce, salad greens for garnish.

Cut bacon into 1-inch pieces and fry until crisp. Drain on absorbent paper and cool. Wash, core and dice apples.

Combine bacon, apples and celery, raisins and mayonnaise. Combine 2 or 3 crisp lettuce leaves to form a cup and arrange on each salad plate. Fill lettuce cups with apple mixture. Garnish with crisp salad greens for garnish.

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Chinchilla

(Continued From Page 2)

domestic chinchillas in the world today.

The mining engineer took his chinchillas to a temporary location on 84th St. in Los Angeles and then three years later moved them and their progeny to waiting acreage at Ingleswood where the world's original chinchilla farm was established. The Chapman Chinchilla Farms, operated now by Reginald E. Chapman, son of the founder, still are considered the largest, or at least among the largest, in the world.

THE SOFT-FURRED, soft-eyed, bushy-tailed animals

live together in pairs in monogamous bliss. They settle down to wedded life between the ages of 8 and 12 months. Normally, a lady chinchilla is "expecting" by the time she is a year old. Occasionally she will have her first litter by then—from one to four 1/4-ounce balls of fur, born with their eyes open, fully furred and ready to play. Even their 20 teeth—two pairs of incisors and eight pairs of molars—are all in place. This advanced development is due to the long 111-day gestation period.

The mother nurses her babies

from three pairs of nipples which are placed in an extraordinary manner. One pair is on the under side, near the hind legs. The other two pairs are well up on the sides, near the forelegs, not all at once on the under side. Thus the babies can nurse when the mother is in any position. The babies are weaned at from 45 to 60 days. They reach their maturity between 12 and 18 months and weigh from 18 to 35 ounces, with a body length of about 12 inches and a curled, six-inch bushy tail. A pelt measures about 7 to 12 inches.

Between 100 and 125 skins go into a full-length coat, which sells on the market for upwards of \$30,000. Between 60 and 75 skins go into a short coat which sells for \$15,000 and up.

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go into a full-length coat, which sells on the market for upwards of \$30,000. Between 60 and 75 skins go into a short coat which sells for \$15,000 and up.

Between 100 and 125 skins

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Plant Colorful Amaryllis

REvolutionary changes have occurred during recent times in the amaryllis family. Not so long ago variety belladonna



Amaryllis responds to planting directly in the outdoor garden or to pot culture; makes colorful cut flowers.

was the most popular member of this family. But at present it seems to have out-lived its popularity. The American hybrids are now out in front as far as the amaryllis is concerned.

Amaryllis belladonna ... believe it or not, used to be called the "naked lady" plant. That's because the plants were bare of foliage when the flowers

were in bloom. The foliage appeared only after the flowers had died down. But the new hybrids yield both flowers and foliage at the same time. The naked look has disappeared.

One rather interesting feature of the new hybrids is that several changes within the strain have occurred. The original types were more or less star-shaped, and the breeders held this characteristic in high esteem. But the recent trend is toward a rounded shape and a shorter trumpet.

Size is no longer the distinguishing mark of a high quality amaryllis. Texture and coloring are just as important. In fact, the brilliant reds now appearing among the new hybrids are seldom encountered elsewhere in the plant kingdom. And the shades are seemingly restricted to the amaryllis.

THE FLOWERS run through a wide range of colors, including red, orange and scarlet. In the outside garden these

hues are exceedingly attractive but under artificial light they become quite radiant. Keep in mind, too, that the amaryllis shows up splendidly as a cut flower. Removing the pollen increases the life of the cut flower and keeps the petals cleaner and more attractive.

The proper bulb size for planting depends on the manner in which the plants are to be grown. For pot culture obtain the largest bulb available. For planting in the outdoor garden a size measuring from 2½ to 2¾ inches should suffice. In the garden the roots are not restrained; they can stretch out as far as possible. But in a pot the roots tend to become cramped, thus making a large-sized bulb desirable.

The amaryllis thrives in the Long Beach area; it wants its place in the sun but also requires protection from the wind. It is also susceptible to attack from extremely cold weather and the young plants are a very attractive delicacy for many forms of bird life.

How and when to water is, of course, a debatable subject. Even the experts don't agree. But a working rule can be es-

(Continued on Page 8, Col. 7.)

Gardening Tips

GARDENING tips for the week ... All types of deciduous stock are now available—roses, fruit trees and ornamentals. These plants should be started in your garden as soon as possible; first, to insure obtaining a wide range of varieties and, second, to prevent the buds from bursting in case of a sudden show of warm weather before planting.

New-crop gladioli are now being offered at most garden supply stores. Unless your garden is subject to a great deal of frost and cold weather during the next few weeks glads can safely be planted now. Start the bulbs at intervals of every two or three weeks; this type of planting insures a succession of bloom.

This is a good time to stock up on pots for tuberous begonias which shortly will be on the market. The double camellia-type is preferred. Tuberous begonias can be started in nursery flats filled with plain peat.

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House of Charm and Distinction

Flagstone is generously used to add beauty and distinction to the exterior walls of the home of Mr. and Mrs. Jerry B. Seage, 3934 Ann Arbor Rd.

FLAGSTONE is used in generous proportions yet in scale with stucco walls and the house as a whole to distinguish the home of Mr. and Mrs. Jerry B. Seage, 3934 Ann Arbor Rd., in the district above Lakewood Country Club golf course. A curved walk of flagstones leads from the street up a gentle slope to the front door.

Inside the front door the entrance hall is papered in an attractive pattern of green and yellow to preview the color scheme carried out in living room. The entry opens directly into the living room, den and bedroom hall. The kitchen is reached from the door to the garage or from the

kitchen door which opens onto the terrace and swimming pool.

Throughout the house Mrs. Seage has hung her windows with plastic curtains which not only are attractive but which cut down considerably on laundry duties. Clear transparent plastic was used for these curtains with the exception of the yellow plastic used in one of the bedrooms. In the living room these plastic curtains are made in the form of ruffled tie-backs and hung with over-drapery.

These heavy over-drapery in the living room are a golden yellow color and cornice boxes are forest green to match the walls. A large bay window at the front of the room is one

of the windows treated in this manner. Carpeting is gray in pleasant contrast to the deep green walls.

The brick fireplace with its long wooden mantel is also painted green. Shelves are built into the wall on either side of the fireplace and above the mantel copper plaques are used for ornament.

A PAIR of white chairs are grouped with a coffee table in front of the fireplace and a deep rose sectional is divided with one piece near the entrance and the other next to the bay window.

Louvered doors lead to the

dining room where spacious windows overlook the terrace, garden and pool. Yards and yards of clear plastic were used for tie-back curtains. Paper in a pattern of red roses and green leaves decorates the wall.

The den which is connected to the entry and the dining room also has a view of the terrace through a bay window. A red brick fireplace is built in circular fashion and juts out into the room from the corner where it shares the chimney with the living room fireplace.

Walls in the den are of wood finished in a soft natural color to bring out the grain. Builtins to one side of the fireplace

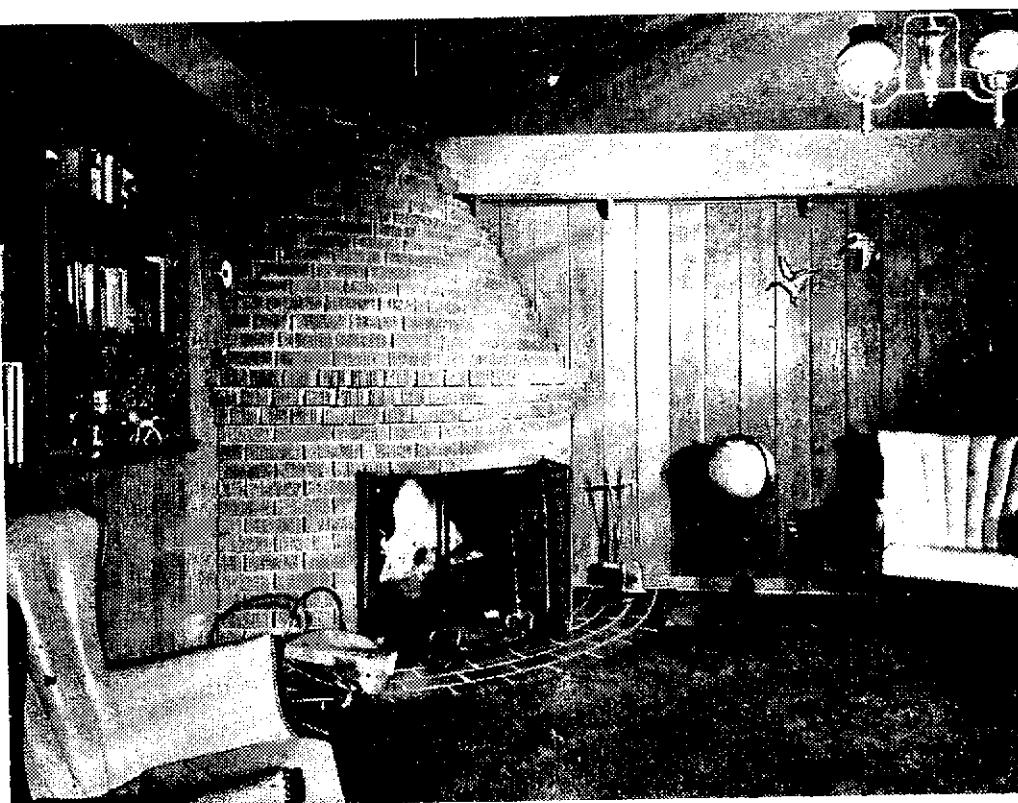
include cabinets below shelves for storage. Two leather chairs are grouped in front of the fireplace and a couch is also upholstered in brown leather. Placed in the large bay window is the desk.

KITCHEN and dining room are connected by a dinette furnished with a leatherette bench curved in horseshoe shape under windows. Teenage Mary Lou and her friends find this corner ideal for doing homework or for snacks and chats after the theater.

Blue and red paper trims this dinette and the kitchen. Curtains are of clear plastic trimmed with a blue ruffle. The sink is built in the center of a U-shaped counter with the refrigerator at one end and the stove at the other end of the counter. The tile and walls are white, the ceiling is papered and the linoleum floor is blue.



A long wooden mantel over the fireplace in the Seage living room is extended above recesses into which are built shelves for books and for knickknacks.



Sharing the chimney structure that serves the living room fireplace, this den fireplace juts out into the room. Walls are finished in a soft natural color.

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These louvered doors lead from the Seage living room into the dining room. Wallpaper shows roses, leaves.

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space is allowed you are using too large a pot.

In preparing the soil add plenty of well rotted manure. Make sure it is thoroughly decomposed or the bulbs may burn badly. Practically any type of garden soil will suffice except a heavy clay. Your best bet is a sandy loam. Good drainage is also a must.

For a good feeding routine you can follow the advice of commercial growers. When growth starts the plants are given a complete plant food application. This is applied at the rate of seven pounds to every 100 square feet of row. Another application is given when the buds show and is followed up by feeding every three weeks until the blooms open.

Decorating Topics

By Edgar Harrison Wileman

THE PRESENT vogue of smaller dining rooms or combination living-dining rooms has brought about a demand for lighter weight dining room furniture and articles that are easily convertible.

A dining area smaller than 10 feet square should never be crowded with a regular size dining room suite. A dinette group would be in much better proportion and serve the same purpose. Sometimes valuable space can be saved and a new look given to a dining room by placing the table end on to a window and then using a table lamp in the evening instead of the central lighting fixture.

Where space is at a premium the dining table may be of the drop leaf variety so that it can be reduced in size when not actually in use.

This is particularly desirable in a combination room. The table, most of the time, would serve as a console or lamp table, ostensibly a living room piece of furniture. When needed for dining it would be easily converted by putting up the leaves and possibly inserting others. A secretary makes an excellent double duty article for a combination living-dining room, for, in addition to the

writing space, there is accommodation for linen and silver in the drawers with china and glass on the shelves.

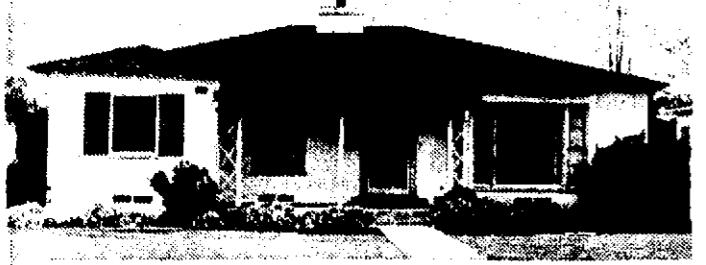
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Realty and Building

Everett Purcell, Editor



Listed and sold through Multiple Listing, a specialized service for members of the Board of Realtors, was this home at 3839 Gundry Ave. A. H. Spurrier, salesman for Harold K. Steele, broker, sold the property for Mrs. Martha K. McIntyre to Mr. and Mrs. J. V. Miller.

County Real Estate Loan Filings Big in December

MORTGAGES and trust deeds affecting real estate recorded in Los Angeles County during December totalled \$161,112,980, according to the monthly summary published by Realty Tax and Service Co., Los Angeles.

The figure made December the third biggest month of 1950 and one of the best in the county's history of real estate financing.

Number of such transactions recorded was 16,020. The number was down 9 per cent from November's postwar high mark, but dollar volume was off only 2 per cent. November recordings aggregated \$165,641,416.

Lending institutions with headquarters or branches in Long Beach made slight gains, on the average, over November.

Like November, December was remarkable for a large number of trust deeds above \$1,000,000. Largest was \$8,937,000. Another was \$5,472,250.

Two were in excess of \$2,000,000 and eight were for more than \$1,000,000.

Of the 16,020 loans, 1,056 were FHA trust deeds. Foreclosures numbered 95 and deeds in lieu of foreclosure 17. The county recorder's office received 72,107 documents for filing in December.

Farm Plan

Farm financing for California veterans under the low-interest state plan was substantially greater in 1950 than in 1949, according to State Director of Veterans Affairs D. J. Callaghan Jr.

Callaghan reported that the Department of Veterans Affairs invested \$683,539 in farms for 77 veterans last year as against \$389,906 for 42 veterans the year before.

The funds which the state invests in farm and home purchases for veterans come from the sale of California Veterans Bonds, Callaghan explained. The veterans' installments on their purchase contracts cover the cost of the bonds and the administration of the program, which thus requires no support from taxes.

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Survival Pattern

"PATTERN FOR SURVIVAL," a motion picture illustrating how civilians should act under atomic bomb attack, will be shown to the Board of Realtors at breakfast Tuesday by William J. Mooney, Long Beach director of civilian defense.

John T. Webster, program chairman, said Mooney also will discuss the local civilian defense program.

Mooney, a sergeant in the police department, is a former Army captain. He had charge of military police occupation forces in Belgium. Mooney is a graduate of the FBI Academy. He reorganized the local reserve police force after the war and has been in the department 10 years.

Board members with January birthdays will be awarded special gifts at the meeting.

Plan Air Raid Haven

ONE of the city's first air raid shelters will be built at the home of Maurice M. Cohn, 1480 Marshall Pl. It was disclosed last week when application for a construction permit was filed in the City Building Department.

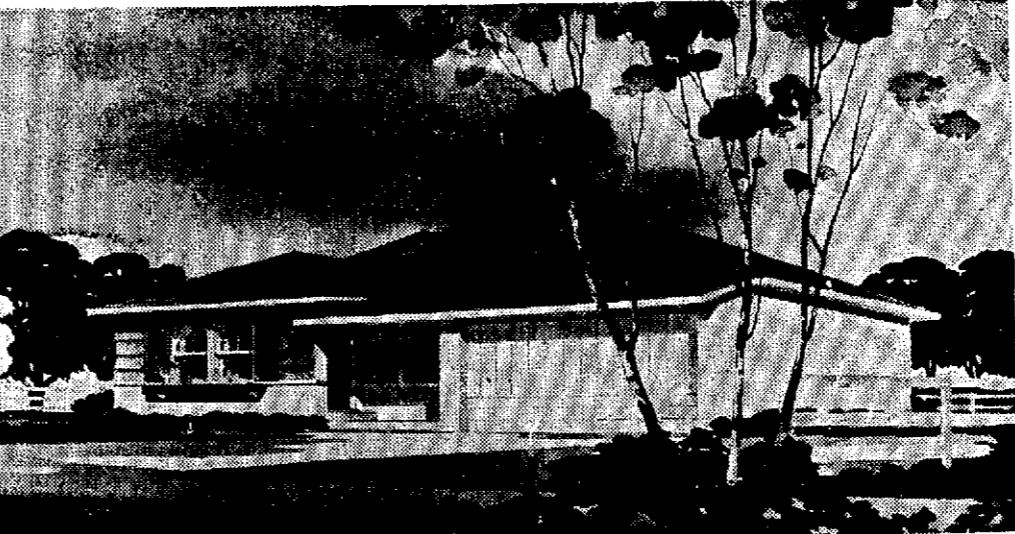
The shelter will be six feet deep and approximately 14 feet long. It will be below ground. An entrance hatch opens into a chamber below. Main room is separated from this vestibule by metal-clad door. The structure will be of reinforced concrete.

Paul W. Prout, engineer, designed the shelter. The Sunset Co. is the builder.

New Quarters

Lakewood Realty has moved into larger quarters at 5401 E. Carson St. It was announced yesterday by A. M. Reynolds, head of the company.

Established last September, the firm specializes in GI resales. The staff has been expanded to seven, Reynolds said.



More than \$3,000,000 worth of homes similar to the one sketched here were sold last week end at the grand opening of Lakewood Park's Briarcrest section, South St. and Bellflower Blvd. The new district is the last which will be offered to veterans under no down payment terms.

\$3,000,000 Week-end Sale Gained by Lakewood Park

MORE than \$3,000,000 worth of homes was sold last week end at the grand opening of Lakewood Park's Briarcrest section, officials of the \$250,000,000 planned community announced yesterday.

Developers attributed the vast sales figure, which is believed to be the greatest sales volume for a single week end in local real estate history, to the fact that the opening of Lakewood Park's Briarcrest section gives veterans their last chance to buy homes at no down payment at the 320-acre planned community.

"We still have plenty of homes for sale at Lakewood Park's Briarcrest section, but veterans are urged to hurry if they want to take advantage of the no-down-payment terms," officials said. "Because of recent government regulations, homes in our Briarcrest section will be the last ones we will be able to offer veterans at no down payment."

Veterans are requested to bring their discharge papers or certificate of eligibility with them when calling at the two Lakewood Park sales offices. Open daily to 10 p. m., the development's main sales office and branch Briarcrest sales headquarters are situated at 5327 Lakewood Blvd. and the corner of South St. and Bellflower Blvd., respectively.

Observing the same hours, model homes newly furnished by the May Company are open for public inspection at both locations.

From Long Beach, Lakewood

Park is reached by driving north on Atlantic Blvd. to Carson St., turning right to Lakewood Blvd. and then left one mile on Lakewood to the development's main sales office and May Company-furnished model homes. The branch sales office and model homes for the Lakewood Park Briarcrest section are one block north of the main sales office and one mile east.

Available in a wide variety of exterior and interior designs, homes are offered in two- and three-bedroom and two-bedroom-and-den models, with respective monthly payments set at \$44 and \$50, everything included except taxes.

All homes in Lakewood Park's new Briarcrest section are landscaped with lawns, shrubs and trees at no extra cost to the buyer. With no assessments of any kind, paved streets, sidewalks, curbs, driveways and all utilities are in.

Near-by recreational facil-

New Homes

A MONG plans for new residences submitted last week to the City Building Department were blueprints for a home for Mr. and Mrs. Lynn T. Barnes at 5658 Maple Canal.

The one-story and part two-story residence will be of concrete block and redwood shiplap. T. L. Sanders engineered the 2,290-square-foot structure. The ground floor will have large living room with dining area, bedroom, bath, kitchen and nook. Upstairs will be two bedrooms, bath, dressing room and sunroom. Garage is attached to the house.

A six-room home will be erected by Mr. and Mrs. Ben Marron at 1050 Burlinghall Dr. The house will be 2,161 square feet in area. Garage is detached. Exterior is wood shingle and stucco, with flagstone trim.

Included in the plan are large living room with bay window, three bedrooms and dining room. Breakfast nook and service porch adjoin the kitchen. Three baths are provided, including one adjacent to the dressing room for the master bedroom.

Mr. and Mrs. William H. Farley plan a one-bedroom house of 1,896 square feet at 5137 Vista Hermosa. A den and exercise room also are provided. Dining area is one end of the living room. There are two bathrooms.

The L-shaped structure was designed by Thomas J. Russell, A. I. A.

The swift pace of residential construction which began in the last half of 1949 continued into 1950. The year opened with 78,700 new dwelling units put under construction in January, and activity accelerated until a

C-L Meeting Announced

The Compton-Lynwood Board of Realtors will be addressed at breakfast tomorrow by E. T. Moore of Long Beach on "Fundamentals of Real Estate Selling."

Vern B. Stone, chairman, said Moore has taught real estate at Pennsylvania State and through extension courses at UCLA. He is currently teaching at City College. Moore maintains a real estate office in Lakewood and is education chairman of the Long Beach board.

38 Houses

Yaffe & Matthews, Lynwood, have awarded subcontracts for 38 two- and three-bedroom dwellings on Carlin Ave. east of Bullis Rd., Lynwood. Houses will be from 1,100 to 1,500 square feet in area.

War Housing

Not Temporary

SOCALLED temporary war housing has been proved to be the most expensive, wasteful type of home production ever devised, according to Robert P. Gerholz of Flint, Mich., 1950 president of the National Association of Real Estate Boards.

The reason is that such housing is not actually temporary, he declared in a recent address. If it is built adequately to stand for 30 days it will stand for 30 years with proper maintenance, he added.

"The temporary housing put up by the government during World War II required all of the home building equipment, a good part of the materials, and nearly as much labor as would have been required by private industry to build permanent homes," Gerholz said.

"Part of the last war housing program included the million permanent housing units produced by private builders. Including both rental housing and homes for owner-occupants, this war housing remains as a permanent and valuable asset in our total supply."

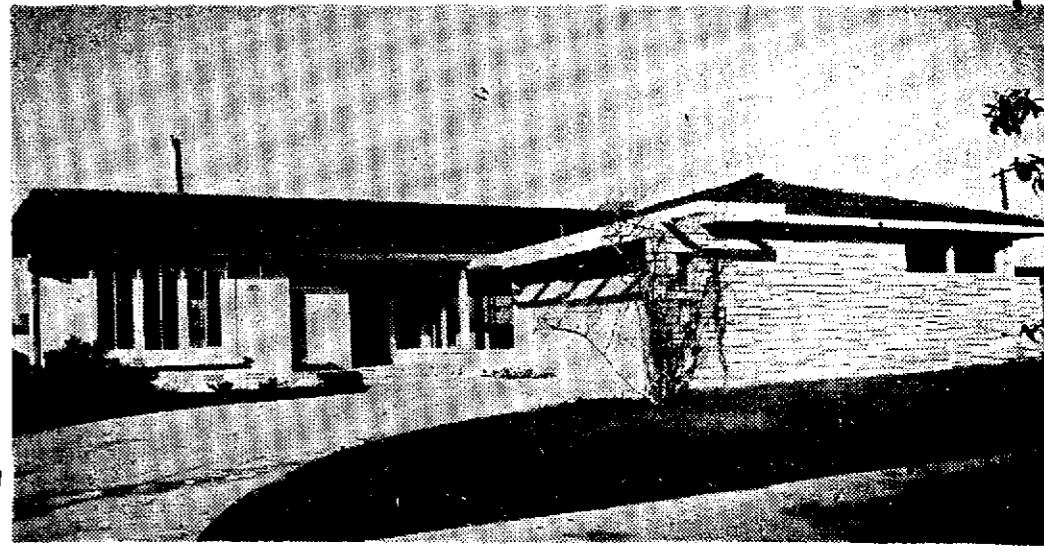
"The so-called temporary housing, on the other hand, is wasteful by comparison, and a

source of endless trouble, being below standard and yet representing a large investment. . . . Private builders can do the job to the best possible standards in the least possible time at the least possible cost."

Criticizing credit control as a method of limiting home production in the defense emergency, Mr. Gerholz described it as a form of rationing without relation to need.

"In cutting home production back to whatever may be the proper level in terms of national defense needs," he said, "it seems to me that a frank, direct type of control would be preferable to the devious methods of credit control. In the first place, the credit control method is unfair to the average family with limited resources for down payments, while it does not seriously curb the family with ample cash resources."

New home construction in 1951, including defense housing, is not likely to exceed 700,000 units, Gerholz said. The accent will be on producing the maximum number of housing units out of available supplies of labor and materials. Luxury housing will be "out" after the first quarter of the year, he declared.



Newly completed and open daily for inspection is the Los Flores exhibit residence in Park Estates, the Lloyd S. Whaley residential development at Anaheim St. and Pacific Coast Hwy.

50 Homes Rising in Estates

FIFTY large residences, representing a new construction program of more than \$1,000,000, are in progress in Park Estates, the Lloyd S. Whaley subdivision at Anaheim St. and Pacific Coast Hwy.

The new homes under construction, it was explained, are three bedrooms, two bedrooms and a den, and three bedrooms and a den, featuring latest im-

provements, terraces and California living.

The sales prices were listed from \$21,500 to \$32,500.

M. H. Jim Driggers, supervising sales, reported lot sales in the first and second units have increased since the first of the year.

METAL TILE

See Us at Your Earliest Convenience!

Lovely to Look at Long Wearing, Too!

DURATILE

Metal Wall Tile

For Showers - Kitchens - Bathrooms



Waterproof—Fireproof Chipproof

INSTALLED AS LOW AS \$1.19 sq. ft. Material and Labor

INSTALL YOURSELF 62¢ sq. ft. Tile, Trim, Cement

Choice of 25 Colors Individual Size Tiles Old-style Tabs Boxed in and Tiled Asphalt and Rubber Floor Tile FHA Terms Up to 30 Months to Display Room

FREE ESTIMATES PHONE 7-1237

DURATILE ASSOCIATES Licensed Contractors 723 E. Pacific Coast Hwy.

New Project Announced

WILLIAM J. KANEEN of Long Beach, president of the Sabin Robbins Paper Co. of Los Angeles, announced yesterday that his firm will build a \$250,000 warehouse and office building in the Vernon Central Manufacturing District.

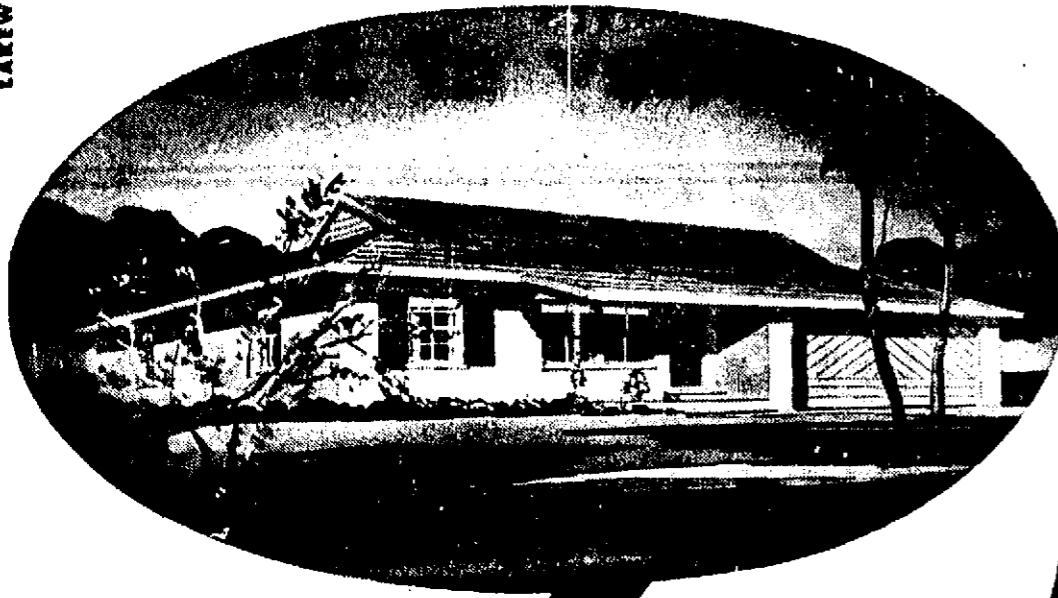
"This marks the first time in the 65-year history of Sabin Robbins Paper Co. that the organization has undertaken to construct its own housing," Kaneen said. "The fact that Southern California was chosen for our new warehouse facilities speaks our faith in the future of the printing industry here as well as in the entire South."

Kaneen, a native of Long Beach, heads Pacific Coast operations of the parent company, a national printing papers jobbing house.

3000 Join

Membership gains of over 3000 for 1950 have been announced by the National Association of Home Builders. NAHB now has 19,034 members in 165 chapters, with 21 other chapters in the process of formation.

Press-Telegram Southland Magazine



**VETERANS
wake up!
your dream home
is here at**

Briarcrest

Lakewood Park's Newest Section

**This is your
last chance to buy
a Lakewood Park home
with no down payment!***

Briarcrest, Lakewood Park's newest section of custom quality homes makes all your dreams come true.

Dreaming of a modern home? Buy in Briarcrest! Bright, light kitchen...Waste King Pulverator...stainless steel drainboards...picture window...extra thick hardwood floors...landscaped front and side lawns, shrubs, trees...all streets paved and lighted with graceful electroliers.

Dreaming of security? Buy in Briarcrest! Even if you should return to service, your family will have the security of their own home at a low cost that can't be raised.

Dreaming of a good neighborhood?

Buy in Briarcrest! As part of the 250 Million Dollar Lakewood Park community, Briarcrest is close to new schools, playgrounds, churches. Children can go from grade school through college at Lakewood Park.

Dreaming of the good life? Buy in Briarcrest! A good investment in living as well as dollars. Every form of recreation nearby. You'll be near the world's most modern shopping center, too, including May Company's new 5 million dollar store.

Stop Dreaming! Enjoy the wonderful reality of a home in Briarcrest, Lakewood Park's newest section, NOW!

*Government regulations prevent Lakewood Park from offering homes at no down payment to veterans after these houses are sold!

2-bedroom homes
as low as

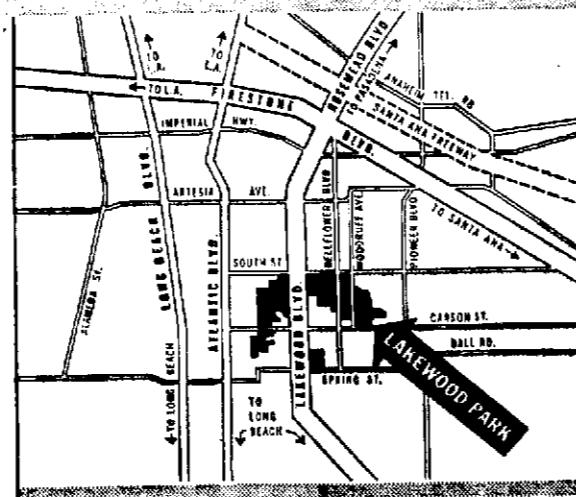
\$44

A MONTH
everything included
except taxes

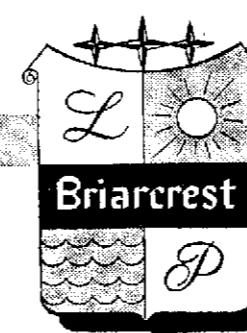
3-bedroom homes
as low as

\$50

A MONTH
everything included
except taxes



EASY TO GET TO! From downtown Los Angeles drive east on MANCHESTER and FIRESTONE BOULEVARD to LAKEWOOD BOULEVARD. Turn right and continue to SOUTH STREET. Watch for the giant billboards...and the Tower,



Come out today...while you can still buy a home with no down payment.
See model homes furnished by May Co.

LAKEWOOD Park
THE 250 MILLION DOLLAR PLANNED COMMUNITY

SALES OFFICES: 5327 Lakewood Blvd.—below South St. • Also Bellflower Blvd. at South St.

Open 9 a.m. to 10 p.m. every day

Drive to the Tower

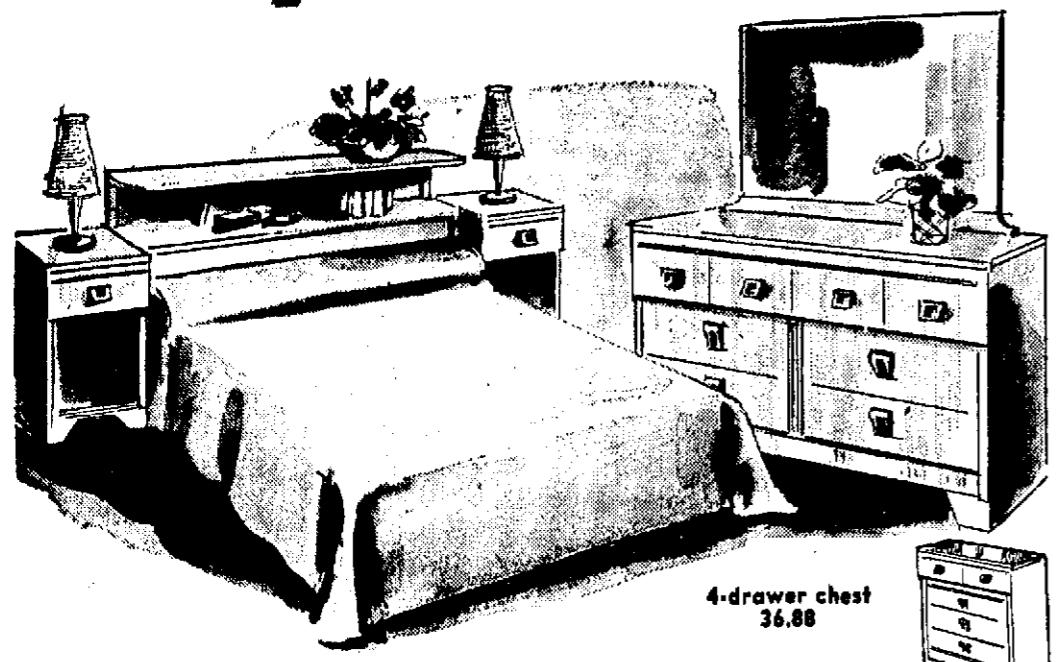
For further information call NEvada 6-4684



LOWEST PRICES in TOWN!

TOP QUALITY for the money at SEARS!

**179.95 Value! Complete 4-Piece
Hollywood Bed Ensemble**



129⁸⁸

Also Sold
on Sears
Easy Terms.

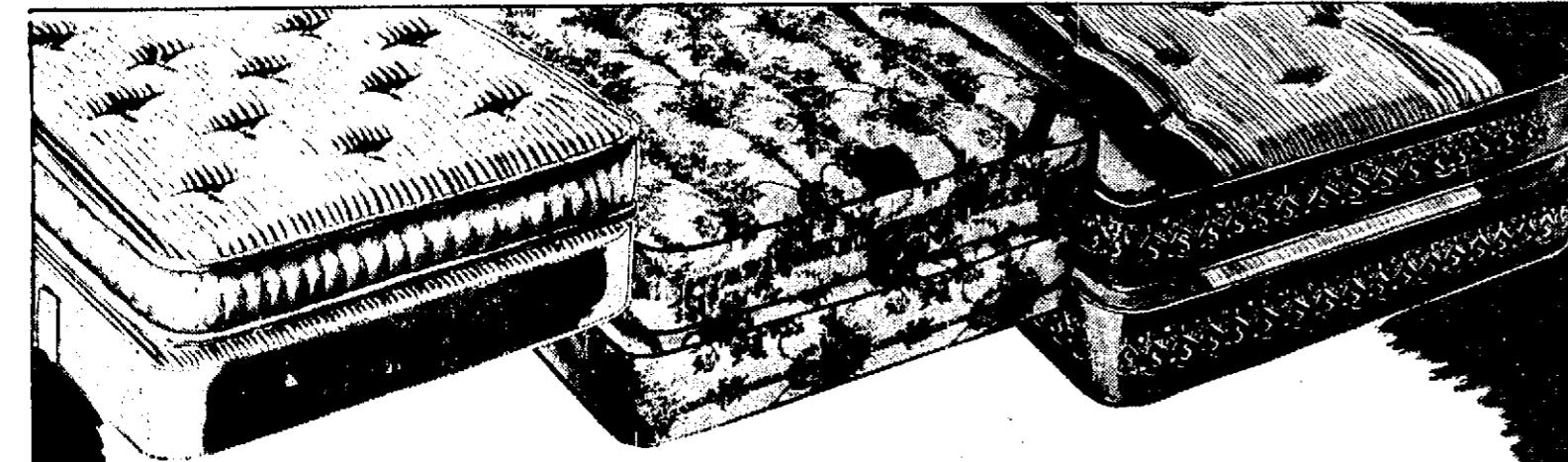
January Sale highlight! Ensemble consists of double dresser with 30x40-inch mirror, 4 large roomy drawers and overlapping top drawer, one headboard and two matching commodes. Modern style in walnut veneers.

Prices Reduced on Open Stock

Functional MODERN

39.95 Bed	*34.88	43.95 Chest, 3-Dr. 37.88
46.95 Headboard	*39.88	11.95 Bench 9.88
49.95 Chest, 4 Dr. 44.88	16.95 Nite Stand. 15.88	
69.95 Vanity	23.95 Commode. 21.88	
(with mirror)	*Full or twin	
109.90 'Mr. & Mrs.' Dresser (with mirror)	99.88	

First time at these exceptional savings! Sears own exclusive design in genuine blond Korina mahogany veneers, hand rubbed and waxed for added beauty. Make up your own group to meet your needs.



Mattress and Box Spring
54.95 Value **47.88**

4.75 DOWN, Sears Easy Terms
Usual Carrying Charge

Comfortable 180-coil unit, with flexolator insulation. Covered in striped ACA ticking. Matching 72 coil box spring. Full or twin. Sold separately 27.95 ea.

Mattress and Box Spring
69.95 Value **54.88**

Also Sold on Sears Easy Terms.

220-coil spring unit, with Flexolator insulation. Covered in floral design satin ticking. 72-coil box spring. Full or twin. Sold separately 37.95 ea.

Mattress and Box Spring
89.95 Value **74.88**

Also Sold on Sears Easy Terms.

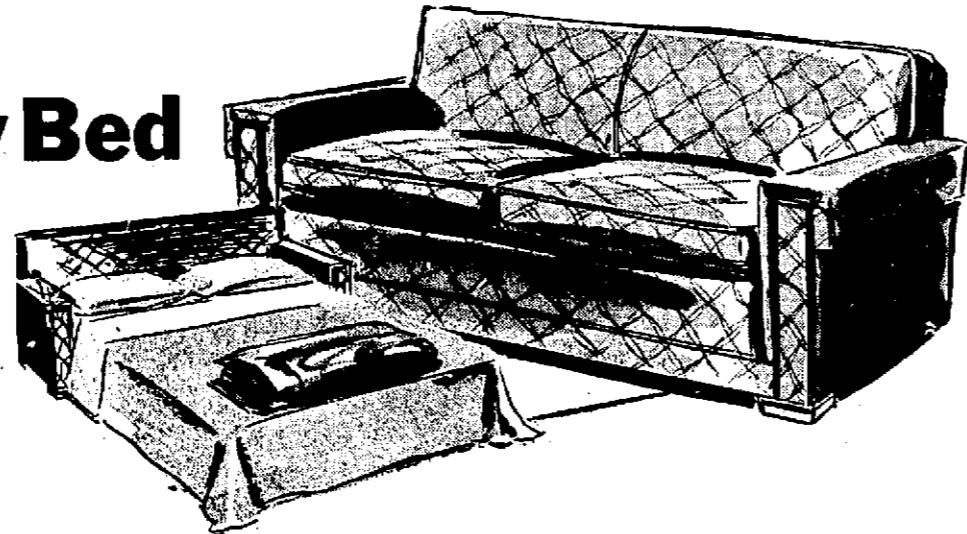
Our best selling combination, Flexolator insulation, tan and brown cotton striped ticking. 80-coil box spring. Full or twin. Sold separately 44.50 ea.

\$219 Tuckaway Bed

169⁸⁸

Also sold on Sears
Easy Credit Terms

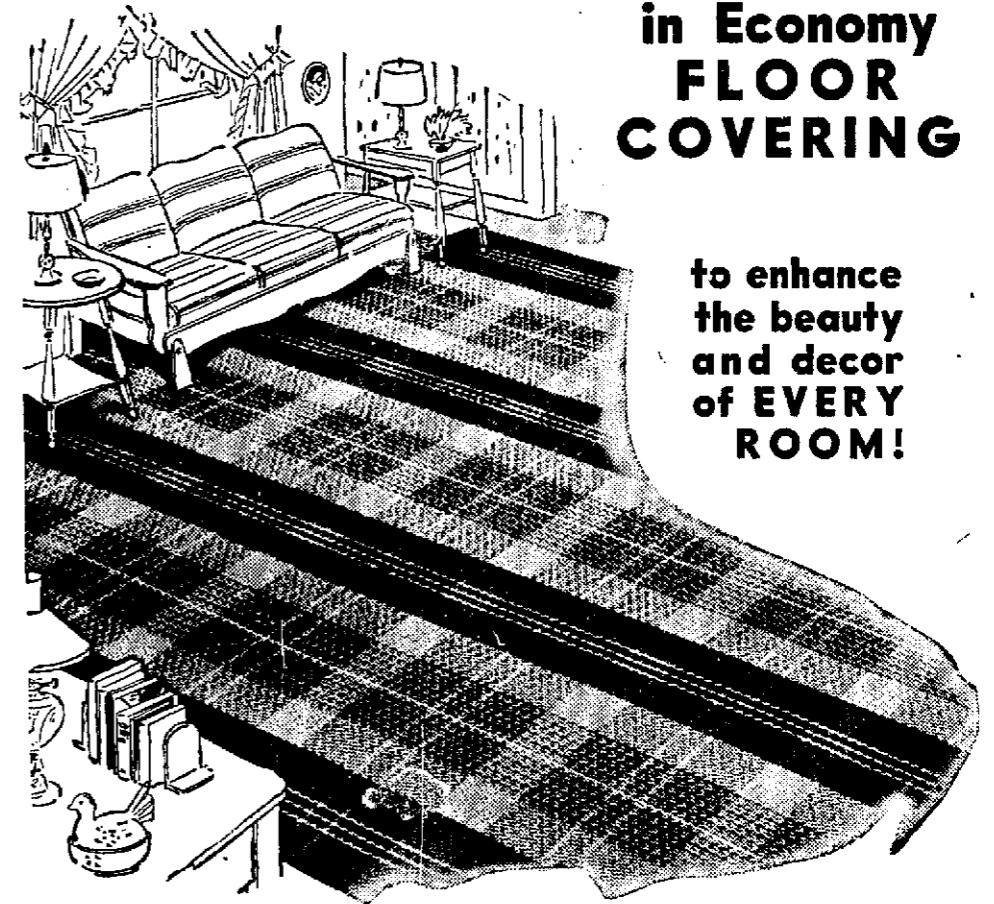
New spring action makes opening easy. Full innerspring mattress opens into full sized bed. Reversible cushions are spring filled. Damask in choice of several colors. Now a real buy at Sears on Sears easy credit terms.



BIG Values

in Economy
FLOOR
COVERING

to enhance
the beauty
and decor
of EVERY
ROOM!



Fibre Floor Yardage

In sections 9 feet wide!

For carpet comfort and durability . . . a lovely selection of floor yardage in heavy twist-treated fibre. Reversible for long wear on either side. Green, blue, gray, tan, rose.

27" width **90¢** per linear ft. 6' width **1.65** per linear ft. 12' width **3.50** per linear ft.

2 20 Per
Linear
Foot

New Tropical Patterns

Heavy twisted fibre gives longer life . . . extra quality. Beige, rose, blue, gray.

27x54	8x10 blue	21.95
greenleaf ... 3.95	9x12 grey	24.95
6x9 rose 16.95	9x15 grey	34.95

Western Fiesta Rugs

A good wearing rug. Treated fibre. Gives color and will enhance any room. A choice of many tropical colors. Choose today!

27x54 now 3.25	8x10 now 18.25
6x9 now 13.25	9x12 now 20.95

Decorative New Style, New Color for
Your Floors at a Sensational Price!

Waitrend Carpet

3 95
Square
Yard

- Practical, Durable.
- Very easy to clean.
- Made of firm cotton yarns.

Convenient wall-to-wall covering . . . you'll appreciate how well it fits your needs. It's brilliantly styled of firm-textured cotton yarns in colors particularly adaptable to provincial and colonial furnishings. 9 and 12-ft. widths.

